

Management Program
School of Business and Liberal Arts
Fall 2016 Assessment Report



Curriculum Coordinator: Charles Fenner

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Where were outcomes assessed?

- *SLO 1 - Critical Thinking Skills*
BSAD 406 BSAD 450
- *SLO 2 - Quantitative Reasoning Skills*
BSAD 400 BSAD 310
BSAD 305
- *SLO 3 - Problem-solving Skills*
BSAD 406 BSAD 450
BSAD 310
- *SLO 4 - Specialized Knowledge and Application of Skills*
BSAD 302 BSAD 310
BSAD 430
- *SLO 5 - Communication Skills*
BSAD 319 BSAD 340



How was the assessment accomplished?

- Student work assessed:
 - Midterm and final exam short answer questions
 - Calculations exams
 - Oral presentations
 - Research papers
- Measurement strategy:
 - rubrics used for oral presentations, research papers
 - % of questions answered correctly on calculations exam and midterm/final exams
- Sample size:
 - All students



Narrative – Management Program

- Over 90 percent of all SLO's met
- Most objectives which were not met were due to percentages that nearly met the objective (71 percent over the objective 75 percent)
- For BSAD 406 objectives were met for 75 percent threshold but not for the required 100 percent threshold since this course is the final one required for graduation.



Narrative – Management Program

- Stringent pre-requisites in BSAD 450 (Full Internship) continues to strongly link internship with future employments (all summer and fall internships led to hiring)
- Short internships (BSAD 335) allows all students a service learning experience meeting SUNY expectations.
- BSAD 310 – Human resources needs a stronger simulation which can't be “gamed” by the students.



Narrative - Management

- BSAD 301 (Principles of Management) needs to be replaced with a more quantitative course linking Introduction to Finance (FSMA 210 and accounting courses (ACCT 101/2) to prepare the student for BSAD 406. This replacement would still require business faculty to teach the course since the course is part of other program's curricula. BSAD 305 may be that course.



Improvements

- We need to make sure that incoming faculty are trained as close to the start date as possible on Taskstream.
- No input from new instructors (BSAD 373/BSAD 400).
- Better link of finance and accounting concepts review closer to the final semester when students take BSAD 406.



Needs – Management Curricula

- More time for certain business faculty members to develop online courses in Marketing which will be made available for all faculty.
- Consensus among full time faculty that online course development can be used by other faculty to prevent reinventing the wheel.



Assessment Process Review

- Separate out F2F and online classes – communication piece.
- Budget information is kept close-hold. We may want a reconciliation among faculty members to prioritize requests in the school. This could be done through the curriculum coordinators prioritizing school requests through a consensus.

